



Job Title: Lead - Customer Engagement & Retention Programs

Department: Growth & Customer Success

Location: Ahmedabad

Experience: 3–6 years

Reports To: Head of ABC Film Factory

About ABC Talkies

ABC Talkies is India's first digital cinema marketplace, enabling independent filmmakers to showcase and monetize their work directly. We're on a mission to disrupt the OTT and indie film ecosystem.

Duties and Responsibilities:

1. User Engagement Strategy

- Design and execute customer lifecycle engagement strategies to increase active users, repeat watch behaviour, and content discovery.
- Plan and implement gamification models, loyalty programs, and reward-based initiatives to deepen user involvement.
- Segment user base and create tailored journeys based on behaviour, content preferences, and interaction frequency.

2. Retention & Loyalty Programs



- Launch and manage retention campaigns that reward long-term users, top content consumers, reviewers, and community contributors.
- Build and optimize loyalty frameworks (badges, reward points, early access, premium perks).
- Monitor user churn patterns and proactively implement reactivation strategies.

3. Campaigns & CRM

- Plan multi-channel user engagement campaigns via push notifications, in-app messages, email, and SMS.
- Collaborate with the content and marketing teams for promotions around curated content, festivals, or new releases.
- A/B test messaging, UX nudges, and offers to identify high-impact retention tactics.

4. Community Engagement & Feedback Loops

- Foster community engagement via polls, Q&A sessions with filmmakers, watch parties, or content voting.
- Capture user feedback regularly and feed insights into product, content, and tech teams.
- Empower super-users and brand advocates to drive organic platform growth.

5. Analytics & Reporting

- Define and track KPIs like DAUs, MAUs, churn rate, repeat watch %, NPS, and user LTV.



- Use analytics tools (Google Analytics, Mo Engage, Clever tap, Mix panel, etc.) to monitor engagement performance.
- Present insights and improvement areas to leadership monthly.

Skills and Qualifications:

- Media Grad or any Degree with an intuitive mindset for customer engagement and retention practices.
- Experience in CRM, customer lifecycle management, retention marketing, or audience engagement in OTT/media/D2C domain.
- Strong understanding of data-led personalization.
- Familiarity with engagement tools and platforms (Mo Engage, Web Engage, Clever tap, etc.)
- Creative mindset with a user-first approach.

Compensation (Base + Incentive Model):

Base Salary:

₹6.0 – ₹8.0 LPA (based on experience and tool expertise)

Performance-Based Incentives:

Up to ₹3.0 – ₹4.0 LPA tied to:

- DAU/MAU growth
- Repeat viewer %, churn reduction, and LTV improvement
- Successful campaign execution and ROI



- Growth in loyalty program adoption
- Community activity and user-driven reviews/contributions

Total Target CTC: ₹10.0 – ₹12.0 LPA

Where to Apply:

Please send the CV to careers@abctalkies.com.